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**ARRL
NEW-HAM
RECRUITMENT
PROGRAM**

GUIDEBOOK FOR VOLUNTEERS



PUBLISHED BY AMERICAN RADIO RELAY LEAGUE

ARRL New-Ham Recruitment Program

GUIDEBOOK FOR VOLUNTEERS

Published by

**THE AMERICAN RADIO RELAY LEAGUE
225 Main Street
Newington, CT 06111**



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EAB5

FOREWORD

Welcome, Volunteer! We're glad you've decided to help your community learn about Amateur Radio. The purpose of this guidebook is to provide some guidelines for teaching classes to help others obtain an Amateur Radio license, for being an Elmer, and for conducting public relations. The guidebook is designed to give you ideas, whether you are working by yourself or with a club.

This guidebook was developed after trying particular recruitment methods in the Tampa-St. Petersburg, Florida area. Volunteers there offered suggestions and explained methods they had previously used. Next they tried these methods and new techniques during the Project Suncoast Seniors recruitment project. Finally, these volunteers offered their feedback and evaluation of what worked in their area. They also made suggestions for changes that should work better. This Guidebook for Volunteers represents a collection of information gathered from "Project Suncoast Seniors."

We know that you will continue to have your own ideas and methods that have been successful for teaching and publicizing Amateur Radio...that's why we've provided "Feedback" sheets (at the back of the guide) to make it easy for you to let us know more about your ideas. We hope you'll take a few minutes to answer the questions asked throughout the guide. As the volunteers doing the actual teaching and new-ham recruiting, you'll be able to assess what works best in achieving these goals. Send us your comments and we'll include your suggestions in future revisions of this book. We want this guidebook to be thorough and useful. We would like to receive ideas from any ham, anywhere in the country, who is ready, willing and able to recruit, teach and Elmer new hams. That's why we want to hear from YOU!

Thanks for your participation!

THE AMERICAN RADIO RELAY LEAGUE

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THE ESSENTIALS OF ELMERING

Objective: Volunteer to be an Elmer.

Do you remember when you first became interested in Amateur Radio? You probably became acquainted with a nearby ham or "Elmer," who may have shown you around the ham shack, given you some informal instruction, and encouraged you to get your ticket. Although you may have been steered toward classes at your nearest Amateur Radio club, chances are an Elmering effort was the essential key in guiding you through your studies and initial on-the-air operations. **Elmering, whether by an individual or through a club effort, is perhaps *the* single most important function an amateur can provide for a fellow ham or potential ham.**

Without an Elmer's commitment to helping newcomers learn and understand the basics of our wonderful hobby, many now-licensed hams would have been discouraged and perhaps given up in their efforts to earn on-the-air privileges. Whenever you help a prospective ham learn about Amateur Radio, you enhance the corps of knowledgeable and enthusiastic hams. This, in turn, provides for the perpetuation of Amateur Radio overall. The most important factor in being a good Elmer is to be available to new hams. Spend some time operating on the Novice bands. When you hear someone who is obviously a new ham, spend some time with them. On CW, send very slowly, to help calm their nervousness. You'll often notice a definite improvement in their sending ability. Most of the improvement is probably a direct result of their newfound confidence. This on-the-air contact will often result in a new friendship.

Offer to let the new ham call you on the telephone if he or she has a problem. You may get a call to discuss plans for a new antenna or to ask about ways to improve operating habits. Sometimes it may be a frantic call to say, "my rig stopped working!" Generally, you will be able to "fix" the problem by talking them through a check of the operating controls. You'll feel good about helping a new ham.

Most of all, be patient. Maintain contact with these new hams and show that you are interested in them.

Here's an example of how hams can share their hobby: John Lindholm, W1XX, had gone to the gymnasium for a workout. John's friend Rocky asked him about the hand-held radio he was carrying. After John's brief demonstration and short explanation of Amateur Radio, Rocky asked how to obtain a license to operate. John volunteered to help. Rocky couldn't attend the local ham radio club's classes because he lived too far away, so John offered to help Rocky study.

Some things to consider: What are your ideas on Elmering? What makes a good Elmer?



TOOLS FOR ELMERING

Objective: Bring Amateur Radio to a prospective ham.

A friend or relative may have asked you about your Amateur Radio interest. Perhaps, *you* initiated a discussion with a co-worker or friend from the Kiwanis Club or another community organization.

It's not hard to spot the inquisitive eye of a prospective new ham! Curiosity and fascination played a role when you were first exposed to Amateur Radio. Of course, many people know of our hobby, thanks to the favorable publicity amateurs have garnered over the years through public service efforts. There are still many people who know nothing about Amateur Radio, though, and some of them would be interested in our hobby if they learned about it. Very few people have ever actually seen an Amateur Radio station in operation unless they know a ham. A home station is by far the most popular and convenient choice of operating sites. Ironically, our beloved hobby is often invisible to the greater community that might very well be interested in joining our ranks. How do we change this, to make it easier for the newcomer to experience Amateur Radio *firsthand*?

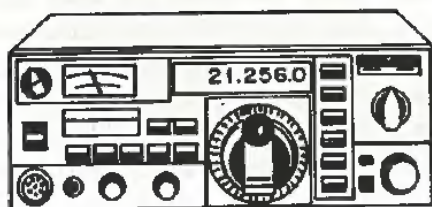
One of the most effective tools for sparking someone's interest in Amateur Radio is to invite them into your shack for an on-the-air demonstration. Turn on your rig and find an informal roundtable going on. Join in and announce that you have someone who is interested in ham radio in your shack. This works best if the group includes several hams you know, but few amateurs can resist the temptation to show off their hobby. Everyone will want to say hello to the person you've brought in, and they will encourage him or her to say a few words, too. By the time this is over, you'll have someone who is thinking about how much fun it would be to have such friends to talk with.

Here are a couple of examples: Beverly met with Mary, N7IAL, for a crafts class at the local community center. Afterward, Mary talked with Della, WB7NDD, on a local 2-meter repeater from her car. Della invited them to stop by her con-

dominium ham shack and visit her. Beverly had heard that amateurs could communicate worldwide, but she didn't realize, until this visit, that *crosstown* communication was also possible and could be a convenient and fun way to keep in touch with friends within the area!

Joe was home convalescing after his recent surgery. Max telephoned Joe to say he'd be coming by for a visit. Joe was limited to the easy chair for a while, so Max decided to cheer him up by bringing his 10-meter hand-held radio over for Joe to listen to. From his St. Petersburg, FL living room, Joe could hear hams talking in Washington state, Michigan and Indiana. An enthusiastic Joe asked Max to help him study for his Novice ticket during his convalescence. Max happily volunteered to Elmer, or teach, Joe, and promised to provide the study materials that they would use.

Some things to consider: How would you demonstrate Amateur Radio one-on-one to a prospective ham? What has worked for you?



ELMERING THE NEW NOVICE

Objective: Turn your just-tested new hams into *active* Amateur Radio operators.

Your work is not over when you have given the Novice exam to your new recruits! You must help keep their interest high throughout the six to eight weeks it will take to receive their licenses from the FCC. If you are working with a club group, try to pair up each new ham with an Elmer who lives close by. Most people will experience some amount of anxiety over actually getting on the air. No matter how confident they seemed in class, they will be quite nervous for their first few contacts. Some clubs assign a "big brother" or "big sister" to each new person. The personal attention from such an arrangement goes a long way to turning your students into active hams.

The thrill of communicating through Amateur Radio does not have to wait until your student's license arrives. As an Elmer, you can serve as the control operator, allowing your student the opportunity to gain first-hand experience with Amateur Radio. Students who have begun to assemble a station will be pleased to try their equipment on the air. On the other hand, those who don't have a complete station could be invited to operate from your station or at the club station with club member assistance.

Speaking of your club, don't forget to include these new amateurs in your club activities. Bring them along to meetings, have them join your group for a breakfast or dinner get-together. Introduce them to as many other hams as possible.

What's that? You say you aren't active in a club, or there is no club in your area? All the more reason why your help as an Elmer is important!

After they have passed their Novice exam, encourage these new hams to continue studying for the Technician or General class license while they wait for the Post Office to deliver their license. Offer to help them find equipment and get it set up. Help them put up some antennas and install a good RF ground system.

Encourage them to spend some time copying CW off the air.

This will help keep their code speed up, maintain their confidence and also help them become more familiar with the format of a typical QSO.

Some things to consider: What are some of the ideas you have tried when working with new hams during the wait for their licenses to arrive? How successful were they? What other specific things might you be able to try, either as an individual Elmer, or when working with your club?



GIVING THE EXAMS

Objective: Understand the ins and outs of administering the Novice exam.

This section is intended to refresh your memory about some of the basics of giving a Novice exam. It is not a comprehensive guide, however. *The ARRL Novice Instructor's Guide* contains more detailed instructions, and *Tune In The World With Ham Radio* also includes quite a bit of information about how Novice exams are to be administered.

There must be two volunteer examiners to administer a Novice exam. These examiners do *not* have to be accredited by a Volunteer Examiner Coordinator under the VEC program used for the higher license classes. The examiners must meet other FCC requirements, though. Both examiners must hold current General, Advanced or Amateur Extra licenses issued by the FCC. (Neither examiner may have *ever* had an Amateur Radio license suspended or revoked.) In addition, they must be at least 18 years old and not be related to the applicant. The examiners may not own a significant interest in, or be an employee of, any company or organization engaged in the manufacture or distribution of equipment used in connection with Amateur Radio transmissions, or in preparation or distribution of any publication used in preparation for obtaining an Amateur Radio license. (An employee who does not normally communicate with that part of an organization engaged in such manufacturing or publishing is eligible to be a volunteer examiner, though.)

You are responsible for preparing both the written (Element 2) and the Morse code (Element 1A) exams. You may use copies of exams published by someone else, however, provided you ensure that the exams are valid. It's pretty simple to make up a written exam. Just select one question from each of the 30 blocks in the question pool. The question pool printed in the seventh edition of *Tune In The World With Ham Radio* is valid through the end of October 1989. The eighth edition of *Tune in the World* contains the Novice question pool released by the Volunteer

Examiner Coordinator Question Pool Committee in February 1989. That question pool is for exams given starting on November 1, 1989 through October 31, 1992. Preparing a Morse code exam can be a bit trickier. You must be certain to include all 26 letters of the alphabet, all numerals (0 through 9), period, comma, question mark, double dash (= or \overline{BT}), fraction bar (/ or \overline{DN}), and procedural signals for end of message (+ or \overline{AR}) and end of work or end of transmission (\overline{SK}). The message must last at least 5 minutes, but try not to have it run too much longer than that. You'll also have to decide how you will grade the code exam. If it's to be a fill-in-the-blank or multiple-choice exam, you'll also have to make up the questions. This may sound like a lot of work, but it really isn't a difficult task. With a little effort you'll soon be ready to go.

The Educational Activities Branch of ARRL Headquarters can now supply you with printed copies of written exams and will have code exams on cassette tape in late summer. Be sure to list your call sign and class of license when requesting exams, so the staff can verify that you are eligible to give the exam (and not just looking for more study material before taking the exam). Please give as much notice as possible, but allow at least 3 weeks.

Check the applicant's FCC Form 610 several times to be certain that all sections are completed properly. Nothing is more frustrating to a new ham waiting for his or her license than to have their 610 returned because some piece of information is missing! (Also be certain that the form is one of those versions that the FCC still considers valid—a revision date of June 1984 or later. The Form 610 with a 12/31/89 expiration date requires no modification. You may have to make some changes on other versions to include all of the necessary information.) *Tune in the World with Ham Radio* includes detailed instructions on how to fill out the 610 form for a Novice license. The completed Form 610 must be sent to the FCC's Gettysburg, PA address, which is printed on the top of the form. You can request copies of the latest Form 610 by writing to: Federal Communications Commission, Form 610, PO Box 1020, Gettysburg, PA 17216 or: Form 610, ARRL, 225 Main St, Newington, CT 06111.

FACT SHEET

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554



PR 5000

Number 203
January 1989

HOW TO ADMINISTER AN EXAMINATION FOR A NOVICE CLASS OPERATOR LICENSE

A. Supervise the examination session

1. As a volunteer examiner (VE), you and another VE (you both) set the time and place for the session. You both must observe the examinee at all times and immediately terminate the session if the examinee does not comply with your instructions or attempts to cheat.
2. Assist handicapped examinees. Take into account the physical disabilities of examinees by permitting them to demonstrate the requisite qualifications in ways that accommodate their disabilities. For instance, allow an examinee with a hearing impairment to use a vibrating surface or a flashing light for the telegraphy examination. If writing is difficult, the examinee may dictate the answers to you. Read the written examination questions to a blind examinee or allow use of Braille. Avoid using questions involving diagrams with a blind examinee.
3. Use special procedures, such as the use of a transcriber or reader who is other than you or your partner VE, only where the special procedure is appropriate and only where the examinee attaches to the application a statement describing the procedure requested, a statement of the reason for them, and a physician's certificate indicating the nature of the physical disability. Remove the attachments and retain them for 1 year.

B. VE requirements

1. You must hold the actual document for a current General, Advanced or Amateur Extra operator license (a Certificate of Successful Completion of Examination does not suffice) and you must be at least 18 years of age.
2. You must not be related to the examinee, not accept reimbursement in any form (money, goods, services, etc.), not own a significant interest in (nor be an employee of) any company or other entity that is engaged in the manufacture or distribution of equipment used in connection with amateur station transmissions, not own a significant interest in (nor be an employee of) any company or other entity that is engaged in the preparation or distribution of any publication used in the preparation for obtaining amateur operator licenses. (If you are an employee of such an entity, you may be a VE if you do not normally communicate with that part of the entity engaged in such manufacture of equipment, or preparation or distribution of publications.)
3. Your amateur station license or amateur operator license must not have ever been revoked or suspended. You do not have to be accredited by a VEC (volunteer-examiner coordinator).

C. Novice operator license requirements

The knowledge and skills needed to qualify for a license are exactly the same for everyone. The FCC does not grant requests to dispense with (or lower) any operator qualification requirement. No VE has the authority to waive license requirements. The examinee must:

1. Pass or receive credit for written element 2, and
2. Pass telegraphy element 1(A) or receive credit for element 1(A) or 1(B) or 1(C).

D. FCC contact

1. Mail or deliver the completed application, FCC Form 610, to
Federal Communications Commission SEND APPLICATIONS
P.O. Box 1020 TO THIS ADDRESS
Gettysburg, PA 17326
2. To order forms by mail or to inquire about the status of an application, contact:
Consumer Assistant Branch DO NOT SEND
Federal Communications Commission APPLICATIONS
Gettysburg, PA 17326 TO THIS ADDRESS
Telephone (717) 337 1212
3. Your local FCC Field Office may also be able to provide the form.
4. Direct all inquiries concerning the preparation or administration of examinations to: Personal Radio Branch DO NOT SEND
Federal Communications Commission APPLICATIONS
Washington, DC 20554 TO THIS ADDRESS
Telephone (202) 632-4964.

E. The examination session

The examination session begins when you both receive from the examinee:

1. A properly completed FCC Form 610;
2. Two documents that prove the examinee's identity. Each should show the examinee's signature;
3. Any document for which the examinee is claiming examination credit. See Sections G and H.

F. Screen the application

1. You both review Section I of the FCC Form 610 and the identification documents. Satisfy yourselves that the examinee is actually the person applying for the license. Verify that the FCC Form 610 is properly filled out. Have the examinee make and initial any necessary corrections:
 - Item 2G (new license) must be checked
 - Item 5 (examinee's name) must match the identifying documents.
 - Item 6 (date of birth) must not be the current year!
 - Item 7 (mail address) must be a mailing address in the United States, its territories or its possessions.
 - Item 8 (station location) must be an actual location, not a P.O. Box number, RFD number or General Delivery.
 - Item 9 (environmental effect) must be checked
 - Item 10 (other application) must be checked no. If yes is checked, do not administer an examination
 - Item 13 (signature) must match name in Item 5. It must match the signature shown on the identifying documents. If the examinee does not sign Item 13 in your presence, have the examinee sign another paper so that you can compare the signature with those in Item 13 and the identifying documents.
 - Item 14 (date signed) must be filled in

G. Examination credit

In the Administering VEs' Report (part of the FCC Form 610), check the box for each element for which the examinee is eligible to receive credit. For an original document of:

1. FCC Form 610 for an unsuccessful Novice operator license examination, signed by the administering VEs indicating the examinee has passed telegraphy element 1(A) within the previous 365 days, or for valid Certificate of Successful Completion of Examination for telegraphy element issued to the examinee within the previous 365 days, give the examinee credit for, rather than administer, element 1(A). Enter the issue date in the examination element box in Item B.
2. FCC Form 610 for an unsuccessful Novice operator license examination, signed by the administering VEs, indicating the examinee has passed written element 2 within the previous 365 days, or for a valid Certificate of Successful Completion of Examination for written element 2 issued to the examinee within the previous 365 days give the examinee credit for, rather than administer, element 2. Enter the issue date in the examination element 2 box in Item B.
3. Commercial Radiotelegraph Operator license issued to the examinee that is current or was current within 5 years prior to the date of the session give the examinee credit for element 1(C) rather than administer element 1(A). Enter the license number in Item C and the expiration date in the examination element 1(C) box.
4. Examination credit must not be given for any other document.

H. Telegraphy examination

1. To pass, the examinee must prove to you both the ability to send correctly by hand and receive correctly by ear texts in International Morse code. Unless the examinee received credit, prepare a message that is approximately 5 minutes in length, 5 words per minute, 5 characters per word. If the message is obtained from a supplier, you both must determine that it is suitable as to content and speed. The message should be typical of those usually encountered while operating an amateur station on the Novice HF bands. The message must be unknown to the applicant. It must not be a well known phrase from a poem, song, etc. Do not readminister the same message to the same person. Use the following characters in the message:

1. Letters of the alphabet. Count each as 1 character.
Numerals 1 through 0. Count each as 2 characters.
Punctuation marks period, question, comma, and slant. Count each as 2 characters.
Prosigns AR, SK and BT. Count each as 2 characters.
2. Send the message to the examinee. A sending test may also be administered. Passing a receiving test, however, may be used as proof of both sending and receiving ability. Upon completion of the examination, collect all examination papers.
3. Determine whether the examinee correctly received the message. Either the fill-in-the-blank method, multiple-choice or the 1-minute-perfect-copy method may be used. If the examinee passed, check the Element 1(A) box in Item D of the Administering VEs' Report.

I. Written examination

1. To pass, the examinee must prove to you both that he/she possesses the operational and technical qualifications required to properly perform the duties of a Novice operator licensee. Unless the examinee has received credit, you both prepare a question set by selecting 1 question from each of the 30 blocks of questions on the current element 2 pool published by the VECs. Essay, fill in the-blank, true-false or multiple-choice answer format may be used. If the set is obtained from a supplier, you both must determine if it is suitable as to content. Do not readminister the same set to the same person.
2. Administer the question set to the examinee. Upon completion of the examination, collect all examination papers.
3. Grade the answers. You both are responsible for determining the correctness of the answers. The minimum passing score is 22 questions. If the examinee passed, check the Element 2 box in Item D of the Administering VEs' Report.

J. Administering VEs' Report

1. If the examinee passed or received credit for both element 2, and either element 1(A) or 1(B) or 1(C), check Item B1 (Novice) of the Administering VEs' Report. This indicates the examinee is qualified for a Novice operator license.
2. If the examinee did not pass either or both elements, check Item E (None) in the Administering VEs' Report. This indicates the examinee is not qualified for an amateur operator license.

K. Certification II

1. Read the certification statement in Section II-A. If the statement is true, provide the information requested and sign your name where shown. You both must make this certification. If you administer or certify an examination fraudulently or for monetary or other consideration you are subject to revocation of your amateur station license and suspension of your amateur operator license.
2. Use your mailing address of record as shown on your license for the VE's mailing address in Item 1B (and Item 2B).

L. Submit application To FCC

1. If the examinee qualified for a Novice operator license, within 10 calendar days of the session, mail or deliver the application to:

Federal Communications Commission
P O. Box 1020
Gettysburg, PA 17326.

If you forward or deliver the application to the FCC beyond the 10 day limit, include an explanation of why the application is late.

2. If the examinee did not qualify for a Novice operator license, return the application to the examinee. DO NOT SEND THE APPLICATION TO THE FCC.

M. Retain test papers

Retain the test papers for 1 year from the date of the examination session. Be prepared to answer questions that may arise over whether a person took and passed an examination at a particular examination session where you were a VE. Your records must be made available to a FCC representative upon request.

N. Processing time

The normal processing time after receipt of an application in good order for a new Novice operator license is 4 to 6 weeks.

KEEPING THE NEW HAM LICENSED

Objective: Be sure each new ham continues to share your excitement about Amateur Radio.

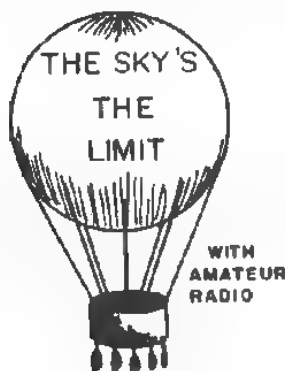
With so many different operating modes, and so many aspects to Amateur Radio, it's hard to imagine anyone losing interest after they have gone to the trouble to earn a license in the first place. It happens, though, and it happens far too often. Why? There are many reasons, but two major reasons could be that the person never makes an on-the-air contact after his or her license arrives, or that he or she tries one aspect of the hobby and becomes bored with that.

Involve these new hams in your club activities right from the start. Hold an upgrade class, and encourage them to earn a higher class of license. Conduct on-the-air club meetings and sponsor operating events to encourage member participation. Encourage these new members to contribute to your club meetings by inviting them to give a presentation about some topic that interests them. (It may not even have an obvious ham-radio connection, as long as it's a topic other club members will be interested in.)

Another way you can encourage your new hams to become active is by asking them to serve as Elmers for the next class of new recruits. They can be actively involved in sharing the fun and excitement of ham radio. They may be very helpful in recruiting members for another Novice class. They will be anxious to help others as a way of returning the help you gave them.

Many clubs (and nonclub groups) hold informal breakfast or luncheon meetings on weekends. These gatherings provide a time for casual conversations about ham radio and the various interests and problems that members are facing. By inviting students and new hams to join in the fun of these meetings, you provide them with an opportunity to make new friends and to benefit from the expertise of other hams in the area. They can ask for opinions on what equipment to look for, what type of antenna to install in their particular location and even get advice about the operating procedures on some new mode they would like to try.

Some things to consider: How have you involved the students from previous license classes in your club's activities? List some specific projects that your club could carry out with the help of the Novices from your last class. Are there potential problems with any of these ideas? What steps can you take to avoid these problems?



PUBLICIZING YOUR CLASS

Objective: Develop successful public relations techniques to promote your scheduled class.

Public Relations: "The business of inducing the public to have understanding for and goodwill toward a person, firm, or institution." (*Webster's Ninth New Collegiate Dictionary*, Merriam-Webster Inc., 1984.)

Successful public relations for your club and Amateur Radio requires a year-round effort. You should increase the emphasis a few weeks prior to a scheduled class. Don't restrict your class announcements to the print and broadcast media. Distribute flyers, and place posters at strategic locations in your community. Placing just one ad in the paper, getting one radio public service announcement or putting up one poster gives you only one chance of sparking someone's interest. *Over-advertise!*

Your licensing class also needs consistent publicity. Keep a list of where you post brochures, flyers and posters. Did you try the marina, electronics stores, local airport and other places besides the usual library, grocery stores, book stores, schools, town hall, and senior centers? Consider coding flyers in a special way in order to evaluate how much response you receive from those posted at a given location. Again, follow up with radio stations, local tabloids, newspapers and other media contacts. Time the publicity so that it happens just prior to the start of a licensing class.

Local Radio Shack store managers must have approval from their district manager before they can accept your brochures. The Educational Activities Branch (EAB) at ARRL Headquarters will forward your requests for approval to the Radio Shack National Headquarters. Please be sure to include the local Radio Shack store name (location) when you write to EAB.

Another aspect of advertising your class should be that your ad, brochure, poster or flyer shouldn't try to answer every question a prospective ham might have. Think of the manufacturer's brochures on new transceivers as examples. They tell you just

enough to get you to stop by your local ham equipment dealer to see the rig. Your ads should be designed to get the readers' attention and provide a telephone number of someone to contact for more information. That will start them thinking about Amateur Radio and then the next step is for them to pick up the phone and dial the number that will open up a new world of communicating for them. The person you list as the contact person should be your club's best "salesperson," willing to offer additional information and "close the deal."

The contact person should be able to talk about our hobby without going overboard with technical terms. She or he should have a pleasant voice, be knowledgeable about ham radio and the class outline. Of course, the contact person should be near their phone most of the day. (You may need two or more people.)

A telephone answering machine is a poor substitute for an enthusiastic ham radio operator willing to spend a few minutes talking with a prospective Novice.

One of the most effective local public relations efforts is to put on an exhibit at a local shopping mall or other public place. **Amateur Radio in action is one of our best selling points.**

When discussing a public display, don't forget these key areas:

1) Preparation, 2) Designing the display, 3) What to say to interested passers-by.

1) *Preparation.* Contact the owners of the mall or area you wish to use well in advance of your event. Consider electrical requirements, antenna placement, coax routing, height limitations, available space, local laws concerning public displays, parking for participants, scheduling of shifts, transportation of materials and equipment, safety, assembly and disassembly teams, clean-up crews, local pre-event publicity and PR opportunities during the display. (You'll probably even find a few other areas that require special attention and planning!) Adequate preparation is the key to a successful event.

2) *Designing the display.* Don't make the display so crowded and busy that a pedestrian has to walk within inches to make sense of it. Few will take that first step toward the display unless they can read or see something interesting from a distance of ten feet. Divide your shift of

workers into operators and greeters: have the greeters stand at all times so they can shake hands with those interested and look at them on the same level. Place your most interesting items at eye level for those walking by. Make it easy for them to see what ham radio has to offer! Display handouts (available from ARRL HQ) so that they are easily seen, but arrange them so the potential ham has to *ask* for one—not simply grab one from a table. This will save your inventory of brochures for future displays and give you an opportunity to smile and talk with the people who are obviously interested.

3) *What to say to interested passers-by.* When a pedestrian walks up to the display, don't roll back on your heels and say, "So you want to be a ham! I can remember how I felt back in the forties. Have a seat and I'll tell you all about it." Remember that the person probably was in the mall or shopping center to buy something, then leave, and just happened upon your ham radio display. Don't assume they have the rest of the day to talk—they could have less than five minutes. Don't assume they are extremely interested. Greet them, introduce yourself, then let them lead the conversation. To start things off, tell them you would be pleased to answer any questions they might have about Amateur Radio. Use phrases like "You can" or "If you like." This tells the person that you believe they are capable and competent to earn their ticket. If possible, get them to fill out a prospective ham form with their name, address and telephone number. You can contact them again in a week or two.

Appearances are very important. Wear casual, comfortable clothes; ties are not recommended. Those walking by might label you as a professional salesperson. Although badges, ballcaps, or vests are excellent conversational "icebreakers," don't go overboard. Ask yourself whether you're trying to impress the nonhams with how different you are from them or how you're like them.

Use the media. Yes, the media *can* be used in a positive, progressive manner that is beneficial to your club and community.

Let's take the print media first. Newspapers aren't sold be-

cause of their advertisements. *News* sells newspapers. Has your club done anything recently that could've been news in your community? Take your last meeting for example. Did you have a guest speaker? If so, was the meeting time and place published in your local paper informing your community of the topic to be discussed? "Club meetings" should never be synonymous with "closed meetings." Your club's upcoming classes are of interest to your community. How many free classes train citizens to communicate via radio at their pleasure—or in the public interest during emergencies? Invite local newspaper assignment editors and reporters to your most interesting club meetings and get to know them. Your time with them will be a wise investment in the future of your club and hobby.

The broadcast media (radio and television) work at a different level than their newspaper counterparts. Whereas newspapers can increase the number of pages in an issue when they have more news, the commercial broadcast media has a set number of hours in the day to make money and serve the public. News programs average a little more than 20 minutes per hour. Their quantity is pre-set, therefore quality is most important with radio or TV. Half-hearted attempts at getting your hobby mentioned on commercial television or radio rarely stand a chance. Determined and consistent efforts to get a quality public service announcement (PSA) aired at no cost, are much more successful. Discuss this opportunity with your club members and you might find that one of them works at a radio or television station—or knows an employee. Work with that employee and develop a public service announcement about your class that is tailor-made for the station. Then send a letter to the station's program director asking that your nonprofit group's PSA be aired frequently during opportune times. If your PSA is aired adjacent to the station's local news programs, break out the champagne!

Don't neglect the noncommercial broadcast media. There are local-access community cable TV channels in many areas of the country and most of them are anxious for quality programming. The ARRL has several videotapes which fit the bill. Contact ARRL HQ for details. While you're at it, why not ask the local cable TV company if your club meetings can be listed on their community-activity bulletin-board channel?

If you want to accept a unique challenge, offer your class to viewers on your local public-access cable television channel! Videotape your classes, view them for quality, then get them aired on cable television. Just by videotaping your class and airing it, you would be offering the fun of Amateur Radio to hundreds, probably thousands, in your community—and you could offer classes more frequently once you have them on videotape! When airing PR videotapes request nights when you can get a few club members together and have the telephone number of their location aired for viewers who have questions. Offer a telephone number for those who are interested and want a copy of *Tune in the World with Ham Radio*. Select club members to hand-deliver the publication to these viewers and get to know the prospective hams. What better way to use the media effectively at little or no cost?

Most, if not all, relationships with the media require careful, long-term nurturing. Don't expect results overnight. Think of the many well-meaning clubs who have traveled the same path before yours and given up after a few tries. Expect success when working with the media but don't demand it immediately.

Public radio stations (both noncommercial and educational) are great outlets to publicize the fun a person can have with ham radio. Give them a call, discuss your class and ask if you can do the same with their listeners.

Some things to consider: What public relations techniques have you used in the past? Have your efforts been coordinated year-round? Does your club have a designated public relations coordinator? Does your club *take advantage* of public relations opportunities?

Has your club set up any displays to attract newcomers to our hobby? When? Just before a scheduled class? Where? Were these displays successful? How could your next display be more successful? Have your past displays been planned more toward *impressing* nonhams or *attracting* nonhams?

When was the last time your club was mentioned in your local newspapers or broadcast media? Why? What can you do to increase your club's stature in your community on a regular basis? Were all media opportunities used in promoting your scheduled class?

THE ELMERS IN YOUR CLUB

Objective: Develop a club program that involves teaching Novice classes.

Many outstanding clubs throughout the country have realized that team teaching of Novice classes is a way for several people to share the responsibility. By getting several club members involved in the teaching process, you, 1) train future class teachers, 2) increase the bond between individual club members and soon-to-be Novices, 3) reduce the required time and responsibilities of the one or two instructors who "always" teach the classes, 4) give each instructor the opportunity to spend a few minutes talking about their personal area of interest within our hobby, and 5) make the classes more interesting to the newcomers.

There are some highly-successful individual instructors throughout the country, but local clubs generally grow and become stronger by using the team teaching concept rather than by placing "all their eggs in one basket." If that "egg" ever goes to market, the club suddenly finds itself without an instructor, and the club suffers. There are only so many hours in a day and one person can only do so much. If there are enough volunteers involved, each having a couple of free hours every week, a club can address problems of individual students. This is when the team teaching concept shines. If your club doesn't plan to have members ready to assist the students when they need help, students are quick to sense that they're a burden, or are slow, and will lose interest quickly rather than continue with their studies.

Some clubs have enough interested members to field more than one Morse code instructor for their Novice class. By doing this, the class is divided into two groups, each trying to win the Morse code award each class night. Learning the code no longer is such a barrier, it's a race at the individual *and* team level. Students help students. Learning the code becomes more of a game than a rote learning process. Friendly competition in a positive atmosphere: This team camaraderie carries through for

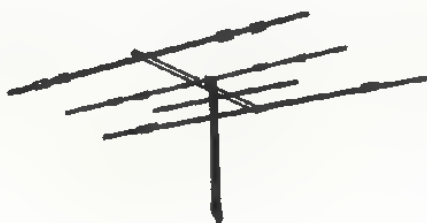
years and strengthens bonds between these eventual club members—before they've received their tickets!

There are many shut-ins, disabled people and elderly folks that would benefit from an interest in Amateur Radio. Amateur Radio is a grand hobby for those who, for some reason, cannot attend classes or club meetings. Here is an example of the need: There was a gentleman in Kentucky who had cerebral palsy. With the help of nearby hams, this man passed his examination after a year of study. His friends raised an antenna farm and "chipped in" to buy him a rig. After that, John, WB4VIK, spent many hours as a service control operator for the Midwest Amateur Radio Service (MIDCARS). John couldn't leave his bed without help but he made hundreds of friends—and provided a public service to the many travelers who needed assistance or weather information every day.

One person in your club, willing to tutor those who can't attend scheduled classes, can literally open new horizons to these individuals. Consider promoting Amateur Radio to the homebound or disabled.

Some things to consider: Does your club depend upon one or two members to teach Novice classes? If so, do you have a reserve of instructors ready to help if necessary? Does your club consider teaching classes a task the entire club should be involved with or a separate activity to be the responsibility of one or two members? Do your club's instructors simply teach a class or make the study of ham radio fun and interesting to the students and instill a sense of anticipation? Is the Novice class taught more as a "door to open" than a "hurdle to jump?"

Does your club have several people willing to tutor those who can't attend scheduled classes? How would you handle a request from such a person? Does your club regularly promote our hobby to the homebound, disabled, or elderly?



SELECTING STUDY MATERIALS FOR YOUR CLASS

Objective: Select study materials that will best help your students pass the Novice license exam and get on the air.

There are a number of books and other study materials available for the prospective new ham. If beginners are left to select their own study materials, they may be attracted by price, advertising or even a store display. As an instructor or Elmer, you are in a better position to evaluate how useful these various publications may be.

There really is no choice when you take a close look at what is available. *Tune In The World With Ham Radio* is the only complete, comprehensive package available for the Novice license! No other book provides as much detailed information to help your students pass the written exam and become active Amateur Radio operators. (In fact, you should emphasize to your students that *Tune In The World* is an excellent resource book to keep handy when they begin operating their Amateur Radio station.) In addition, the two code cassettes in this package make learning the code fun.

As an instructor, you will want to have some other resources available as you prepare for each class. You'll certainly want to have a copy of the latest edition of *The FCC Rule Book*, published by the ARRL, so that you have the full text of the rules governing Amateur Radio, Part 97 of the FCC Rules. *The ARRL Novice Instructor's Guide* contains information that is useful to anyone preparing prospective hams to pass the Novice exam whether it be in a large class or working with an individual. *The ARRL Handbook*, *The ARRL Antenna Book* and the higher class License Manuals will all prove to be valuable resources. *The ARRL Operating Manual* will also provide plenty of useful information as you describe the proper operating techniques for various modes used by Amateur Radio operators. You will also find any electronics text that you are familiar with to be helpful, although you should remember that your students really don't have to

know much electronics theory to pass the Novice exam.

Some things to consider: What student materials and resources have you used in the past? What did you like best about these materials? What did you like least?



GETTING THESE NEW HAMS ON THE AIR

Objective: Be sure that your new hams have a station to operate (yours, the club's or their own) and that they become active Amateur Radio operators.

Your club probably has an ongoing program of demonstrating Amateur Radio operation. Many of your students may have signed up for your class because they saw the club's display at a mall or other public event. The excitement of such a demonstration is sure to attract people. You need plenty of operators and helpers to make a program like this work, though, and that's where you should call on your enthusiastic newly licensed hams. They will be anxious to help with activities like this. Get them involved.

During your Novice classes you should also find several opportunities to do on-the-air demonstrations. Your students will gain confidence by observing your operating techniques during these demonstrations, and that will help when they get on the air themselves.

Another thing to think about here is ensuring that your new hams will have a place to operate from. Some will need help putting a station together or putting up an antenna. Others will need help with decisions about equipment choices, hook up and testing. Ideally, each ham would have a station of his or her own, no matter how modest. There are a variety of reasons why many people cannot have their own station, however.

After your students have a station to operate, the next step is to get them on the air actually communicating with their fellow hams. This can be done by working with each new ham individually, and with some people, one-on-one coaching is the most effective method. You can arrange a First Contact Party—have those students with home stations get on the air with their Elmer at their side and contact the others from the club station with club members nearby. Others without radio setups can operate from Elmer's home stations. Involve other licensed club members by getting them on to contact the new hams. Make a game out of it

by having an award (a nice certificate will do fine) for the new ham who makes the most contacts. Have another award for any club member who contacts all of the new hams within some specific time. Another could be for the best DX contact. Don't make it so competitive that you frighten the new hams off, though. Keep it fun!

Here is another example: When participating in an examining session, ask the new hams if they have a ham friend. If not, offer them your phone number and ask them to call you when their licenses arrive. Tell them you'd be happy to meet them on the air for a first contact. Follow through with a First Contact Certificate for any who take you up on the offer.

Some things to consider: What steps has your club taken to ensure that these new hams will have a place to operate? Does the club have a station set up for members to operate? Would club members be willing to donate some old equipment to put such a station together for starters? Would they be willing to help newcomers buy used equipment at hamfests and help check it out and peak it up? What type of fund-raising events can your club hold to earn the money needed for such a station? Is there a community center or other location available to set up this station? As an Elmer, would you allow your new ham to operate from your home station occasionally? There are lots of possibilities here.

Has your club tried any of the ideas in this section to get your newly licensed hams on the air? How successful were they? What other ideas have you tried? Share your ideas with ARRL Headquarters so that we can pass them along to others.



THE NEW HAM AS CLUB MEMBER

Objective: Make every ham, especially the new ones, feel welcome at your club meetings.

Remember what it was like the first time you attended a club meeting? You didn't know anyone and everyone seemed to be talking to someone except you. Finally someone noticed you and came over to meet you. Suddenly you felt comfortable; you were glad you went to the meeting.

As a new ham, you were even more uncomfortable, because you may have possessed only basic radio knowledge and could not contribute a lot to conversations. Clubs often have organized ways to make newcomers feel welcome at meetings. One person is designated to introduce herself or himself to newcomers and match these people up with a club member. During the meeting, the club member then introduces the visitor to the rest of the club, telling something about him or her. After the meeting, during socializing, every effort is made by each member to meet the visitors.

West Coast ARC in California, has what's called a "secret ham" whom the club president secretly designates before each meeting. When the tenth person shakes hands with the "secret ham," that tenth person wins a substantial door prize. It's a way to ensure friendliness and fun!

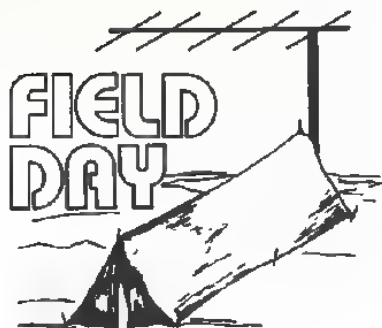
If your club schedules a lot of activities, it needs a lot of member participation to organize these functions. A flow of new members will keep long term members from burning out over too much committee work, but only if **new members are asked to help and given the guidance to succeed**. Clubs that have many activities draw the attendance of more new and old members alike, because it's fun to be involved.

If your club's activities are publicized and involve the community, you'll gain more members—whether newcomers to your community who are licensed, or new hams. You won't gain members if no one knows about your club.

New hams need help in upgrading in order to encourage their

growth. The club needs newcomers who will become experienced hams. Members can benefit their club by helping new hams upgrade, get more on-the-air experience, and who will, in turn infuse new ideas and enthusiasm into club activities.

You can involve new hams in easier club activities such as refreshment committee, welcoming committee, assisting an instructor with licensing classes (grading quizzes, etc.), and similar responsibilities. Be sure to tell them exactly what to do so that they can do a good job. Some things to consider: What ways has your club tried to involve new hams? Did it keep them interested in returning to meetings?



THE CLUB IN THE COMMUNITY

Objective: Involve the club in community activities to promote the community's understanding of Amateur Radio and establish a record of public service communications.

We hams know we're "good guys" who help out in times of emergency, big or small. Those helped during emergencies also know we're good guys. But does the zoning committee or do local government agencies know? Most clubs take part in handling communications for many civic activities such as parades, marathons, etc. Your participation in those civic activities often gets no publicity, however. Make sure your community knows about all the work you do for them. Ask for press coverage of ham activity. Send written copy about Amateur Radio public assistance to newspapers and radio stations. A club photographer can help publicize your hard work. Keep at it until you're recognized as the group leading the community in times of emergency.

At first, you will have to identify public-service opportunities in your community early enough to make plans. Then you will need to entice other hams to help provide these communications services. After you have established a reputation for providing top-quality service, organizations' leaders will seek your help.

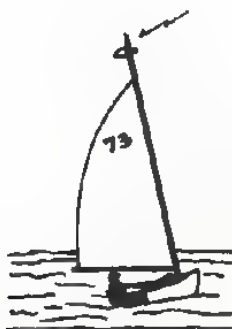
Here are some examples of communications opportunities to look for. Many areas hold March of Dimes Walkathons and similar fund-raising events. Most larger towns and cities have parades to celebrate certain holidays. Motorcycle enduro races are popular in many areas. These events involve citizens spread over a several mile course. The sponsoring organizations often have difficulty communicating with personnel at check points and keeping track of the participants. Amateur Radio is a natural solution to these problems.

Girl Scouts, Boy Scouts, 4-H and other youth groups often hold outdoor activities for youngsters. Many times the leaders who organize these activities could use reliable communications to keep track of what is going on "out on the course."

Every year on the third weekend in October, Scouts (including Boy Scouts, Cub Scouts and Girl Scouts) around the world participate in an event called the "Jamboree on the Air." This is a time for hams to invite local Scout groups to take part in Amateur Radio communications. What better way to spark some Amateur Radio interest in these youth?

You can introduce many people to the fun of ham radio by operating a demonstration area and message booth at a local fair or exposition. You'll need operators and volunteers to explain the basics of Amateur Radio to the public. Have information about Novice classes available. If you can schedule a class to begin a few weeks after the fair, you can even sign up students during the event.

Some things to consider: What has your club done to establish positive public relations in your community? Has the club provided communications assistance for community events? Contact several organization leaders now to volunteer your club's assistance with some community events. Plan to contact local Scout leaders in August or September to make plans for this year's Jamboree on the Air.

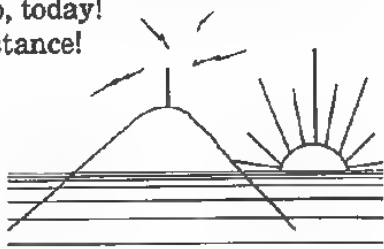


HOW ARRL CAN HELP

The American Radio Relay League offers an extensive range of study materials, covering every aspect of Amateur Radio licensing and operating. The ARRL publications list is frequently updated to reflect the most recent additions to our roster of useful and popular publications. Because you order directly from ARRL, you save time and money finding the most friendly, concise presentation of those subjects most new hams are interested in studying. Use the enclosed order form if you will be Elmering a prospective new ham. If you will be making an all-club Elmering effort or offering classes, find out about our ARRL Instructor/Dealer Program, which may enable your club to purchase study materials at a discount. For full information write to: ARRL Instructor/Dealer Program, Educational Activities Branch, 225 Main St., Newington, CT 06111.

You needn't be an ARRL member to participate in recruiting, teaching or Elmering. The fact that you are interested in helping a potential ham earn his or her license and enjoy operating an Amateur Radio station means that you are part of a great tradition that's been around since the earliest days of Amateur Radio: the Elmering tradition! That's not an organizational goal, but a personal commitment! You can take pride in your contribution in assuring that our wonderful hobby can be passed along to friends and family. But we must assure that our numbers can provide a strong voice in Washington—one that can preserve our operating privileges and frequencies so often threatened by commercial interests. The American Radio Relay League provides that strong voice for *all* amateurs, member or not. There's never been a better time to join in support of those at the front lines. New hams are as welcome as Old Timers! It's a cause all hams can join. Return the enclosed invitation to membership, today!

We are very grateful for your assistance!





JOIN ARRL TODAY!

A bona fide interest in Amateur Radio is the only essential requirement, but full voting membership is granted only to licensed radio amateurs of the US. Therefore if you have a license, please be sure to indicate it below. Please print.

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Class of License Call Sign Date of Application

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The Essentials of Elmering

Tools for Elmering

Elmering the New Novice

The Elmers in Your Club

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Selecting Study Materials for Your Class

Getting These New Hams on the Air

The New Ham as Club Member

The Club in the Community

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